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June 30, 1943

RATIONING AND PRICE CAMPAIGN

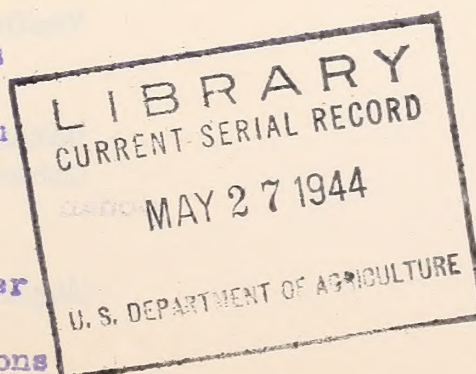
Subject	Assigned	Status
(See Campaigns Report No. 10 for pending materials. New materials listed below.)		
Price Campaign Handbook - <u>"Top Legal Price Plan"</u>	OPA	Being written
<u>"The Essential Role of Subsidies in the Stabilization Program"</u>	OPA	Completed
Fact Sheet - <u>"Information for Farmers on Food Rationing"</u>	OPA	In clearance
Fact Sheet for campaign against use of loose ration stamps.	OPA	Being written
Information program and advertisers' handbook for stove rationing. Special farm section under discussion.	OPA	In clearance
Campaign handbook for Home Front Pledge Campaign.	OPA	In clearance
Single page leaflet on <u>"Sugar for Wartime Canning"</u>	OPA	In clearance
Newspaper supplement on <u>Points and Prices</u> - to be printed by local papers in the 300 cities where community prices are in effect, and will be distributed with the local papers.	OPA	Being written OPA district offices.

RADIO

<u>"Shop Early in the Day and Week"</u> - for Mutual program How Other People Do It.	FDA	Ready. For broadcast July
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FARM SUPPLIES AND TRANSPORTATION CAMPAIGN

Uses of rotenone insecticides limited	Lewis	Released June
Gasoline rations for farm deliveries to consumers	Lewis	In preparation
Background piece on conservation of agricultural bags	Lewis	In preparation
Use of re-worked bale ties	Lewis	Released June
1943-44 fertilizer program	Lewis	For release this week
Farm Flashes: Shop early for fertilizer New nitrogen fertilizer New fertilizer regulations Fertilizer restrictions eased	Dana Reynolds	In clearance



<u>Subject</u>	<u>Assigned</u>	<u>Status</u>
Farm machinery sharing poster	AAA	In distribution
Fact sheet on proper use of farm gasoline rations	OPA	Ready for release
<u>VICTORY GARDENS AND HOME FOOD PRESERVATION CAMPAIGN</u>		
<u>Radio</u>		
Victory Garden Program (Blue) - "How and When to Plant Fall Vegetables"	Hemphill Moore Duglars	In preparation for July 2
Garden Gate (CBS) - "Home Drying of Fruits and Vegetables"	VanDeman	In preparation for July 3
<u>CBS Programs</u>		
Fashions in Rations - "Home Canning"	VanDeman	In preparation for July 3
"Home Drying of Fruits and Vegetables"	VanDeman	Planned for July 7
<u>Homemakers' Chats</u>		
Canning Questions & Answers	Douglass	Cleared
Tips on Storing Canned Goods	Wharton	In clearance
Preserving by Light-Salt Brining	Teuten	For release June 30
<u>Farm Flashos</u>		
Fighting potato bugs	Briggs	Cleared
Controlling Bean Beetle	Briggs	Cleared
V-Garden Foresight ('44)	Briggs	Cleared
Cuke Bug Control	Briggs	Cleared
When Work in Beans	Briggs	In clearance
<u>PA and IMS</u>		
V-Garden Tricks	Briggs	Cleared
Starting Summer Garden	Briggs	Cleared
<u>Farm and Home Hour (Blue)</u>		
More about Canning	VanDeman	Completed June 22
<u>Radio Roundup</u>		
Canning Victory Crop	Cohan	Released June 26
Hint about Honey in Home Canning	Cohan	Released June 26
<u>Consumer Time</u>		
Home Drying	Hagan	For release July 3

Subject	Assigned	Status
<u>Press</u>		
Still Time to Plant Victory Garden	Moore	Cleared
<u>Market Basket</u>		
Top-of-Stove Food Drier	Davis	Released
<u>NUTRITION AND FOOD CONSERVATION CAMPAIGN</u>		
CONSUMER GUIDE piece on local nutrition committees - "Radford Does a Town-Sized Job" will be reprinted in <u>Virginia Municipalities.</u>	Van Horn	Finished
New developments in food - piece requested by PREDICTIONS - done from nutritional angle.	Nichols	Finished
Weekly nutrition notes now used by several OWI services.	Fairfield	June 25
New potatoes from nutritional angle.	Fairfield	In preparation
Requests for information on food waste from Better Homes and Gardens, Kansas Farmer, N. Y. State Senate Committee on Nutrition Legislation, and several writers.	Nichols	Waiting for revised material
Statement on what is being done to protect food for babies for Maddox NEA.	Nichols	Finished
Potatoes from the supply, nutritional and anti-waste angle to MacDonald, NEA.	Nichols	Finished
Dr. Ockey on Victory Starts at Home Program "How We Guarantee an Adequate Diet for Civilians."	Molohon	June 29
Federal Food Reporter - "Food for War Workers."	Cohan	Finished
Van Deman "New Potatoes to Eat" Farm and Home Hour.	Hagen	In preparation
Your Home Front Reporter - "Feeding War Workers on The Job."	Hoffman	Finished
<u>Homemakers' Chats</u>		
Facts About Fat	Douglass, BHE	Cleared
Hot Weather Food Q & A	Wharton, OI	In clearance
Hot Plate Meals for Hot Days	Christianson, REA	Cleared
Potatoes - Feast or Famine	Martin, FDA	In preparation
<u>PA and INS</u>		
Putting on Food Squeeze	Cohan, FDA	Cleared
Food Is Waste	Cohan, FDA	Cleared
New Potato Problem	Cohan, FDA	In preparation

<u>Subject</u>	<u>Assigned</u>	<u>Status</u>
<u>CBS Fashions in Rations</u>		
July 24 - Dr. R. E. Goodhart "In Plant Feeding of Industrial Workers."		Planned

OVERALL FOOD CAMPAIGN

Items previously listed are still pending.

ANTI-BLACK MARKETS CAMPAIGN

MEAT HANDBOOK

FDA Regional Offices are preparing for State and Area meat marketing supervisors	FDA Regional Offices	In preparation at 4 offices, finished at 3
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FOR SECRETARY'S ANNUAL REPORT

Summary of Black Market problem and actions taken	Rowell, FDA	In preparation
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LEAFLET

"The Farmer Grades His Meat", a practical handbook, with pictures -- for distribution to farmers	Briggs, FDA	In clearance
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PRODUCTION GOALS CAMPAIGN

(See last week's report for pending materials. New material listed below.)

RADIO

Farm and Home Hour

July 9 - "The Future for Which We Fight #1" The Farmer Looks Toward the Future - H. R. Tolley, Chief, BAE	Tolley or DeVries	Planned
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PRESS

Poultry health is product of vigilance	Burch, ARA	Cleared
Hog health--weapon against want	Burch, ARA	Cleared
Research conquering sheep parasites	Burch, ARA	Cleared
Rabies control awaits better public support	Burch, ARA	In clearance

<u>Subject</u>	<u>Assigned</u>	<u>Status</u>
Dog owners warned to guard against rabies	Erskine, ARA	In clearance
<u>RADIO</u>		
Rabies prevention	Burch, ARA	Cleared
Hot weather and work stock	Burch, ARA	Cleared

HOME FOOD PRESERVATION CAMPAIGN

See last week's report for pending material.

FARM LABOR CAMPAIGN

<u>RADIO</u>		
Farm and Home Hour, July 8, Dr. Frederic B. Knight - The Farmers Need the Victory Farm Volunteers	Hancock	In preparation
Farm Flashes - Women Farm Labor	Reynolds	In preparation

FOOD INFORMATION SERIES, LEAFLETS, ETC.

Summary of BAE study on Manpower for war work	Bryan	At printers
Safety for the Crop Corps - ANI series	Poole	" "
Do You Need Additional Farm Help	Meyer	" "
Victory Farm Volunteers	Frutchev	" "
Women's Land Army of U.S. Crop Corps Needs Workers - ANI series	Bailey	" "
BAE-Ext. flier (Farm Community Effort)	Johnson	In preparation
Discussion Guide on Farm Labor	Benton	In preparation
Report of Food Administrator - Farm Labor for Secretary's Annual Report	Meyer	In preparation
July Farm Labor Jobs	Hancock	Being mimeo.

FEATURES

General Statement reporting progress of U.S. Crop Corps	Hancock	In preparation
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VISUAL

Window display - These are the Weapons	Bennett-Baldwin	In preparation
Volunteer Land Corps Film	Bennett	In preparation
Poster, Help with the Harvest	Sill	Ready for printing
Poster, WLA recruiting	Sill	At printers
Poster, Those Overalls are your Uniform, Bud	Poole	At printers
Slidefilm, How to train groups of workers	Bennett vaughn	In preparation

<u>Subject</u>	<u>Assigned</u>	<u>Status</u>
<u>MAGAZINES</u>		
Thousand-word editorial for October issue of OUTDOORS	Hancock	In preparation
Information and photos on WIA for Breeders Gazette	Bailey	In preparation
Picture and biographical sketch of Florence Hall for Current Biography Magazine	Bailey	In preparation